

# Electrifying food colors brighten treats

You may have to break out the sunglasses this Easter! McCormick Neon Food Colors and Egg Dye are the hottest way to dress up Easter in electric shades of pink, purple, blue, and green.

**Outrageously Colorful Creations in Three Easy Steps**

1. Combine one-half cup boiling water, one teaspoon vinegar and about 10 drops of food color.

2. Dip hard-cooked eggs in dye for about 5 minutes or until desired color. For variety, try dipping the top half in one color and the bottom half in another, or leaving the egg in the dye for different lengths of time, creating different shades of a particular color.

3. Use a slotted spoon or tongs to add or remove eggs from dye.

### Marbleize and Surprise

For neon marbled eggs, combine one-quarter cup boiling water, one teaspoon vinegar,

one-eighth teaspoon oil, and four to eight drops of food color in a shallow bowl. Gently roll each egg in the mixture for 30 seconds, or until the egg is the desired shade. Transfer the egg to a second color mixture, and repeat the process. Allow the egg to dry completely, and wipe away excess oil with a paper towel.

### Simple Sticker Art

Before dyeing eggs, apply stickers – such as chicks, rabbits, flowers, or other springtime favorites – to create the desired images. Dip eggs in dye as you would normally. Remove stickers once eggs have dried to reveal perfectly “drawn” designs.

### Paint the Egg Neon

For hand-painted neon designs, combine 10 drops of one color, one-half teaspoon water, and one-half teaspoon vinegar in a small container. Then, paint hard-cooked eggs with a paintbrush or a cotton swab. Go wild with stripes, polka

dots and zigzags.

### Give Me a K, for Kate

Personalize your family’s eggs by using a white or light colored crayon to write names on them before dipping them in the dye.

McCormick Neon Food Colors and Egg Dye will also add a colorful splash to your favorite baked goods. When decorating your bunny-shaped sugar cookies, tie-dyed muffins and rainbow-frosted cupcakes, think neon. Look for McCormick Neon and Assorted Food Colors in your grocer’s spice aisle.

Visit [www.mccormick.com](http://www.mccormick.com) or call 1-800-MEAL-TIP (1-800-632-5847) for more egg dyeing ideas, directions for preparing hard-cooked eggs and clean-up tips.



# America's No. 1 Branded Egg is the Featured Ingredient in the Spring 2007 Program

Together for the second consecutive year, Eggland’s Best (EB) eggs will be the featured ingredient in the Taste of Home Cooking School. As part of the interactive cooking sessions in Spring 2007, Eggland’s Best will take center stage as culinary specialists demonstrate how to bake a “Spinach Brunch Bake” using America’s No. 1 branded egg. While demonstrating recipes, economists will also provide useful cooking tips and share EB’s superior nutritional benefits.

The Taste of Home Cooking School is a national cooking program that will be in over 100 communities across the country this Spring. These often sold-out local cooking events offer participants a chance to learn how to make great tasting recipes that are easy to do at home – in a fun and exciting way. Following each

event, participants can win gift baskets, which will feature Eggland’s Best eggs among other top-notch products.

“We are excited that Eggland’s Best has teamed up with these great, interactive cooking events for a second time,” said Charles T. Lanktree, President and Chief Executive Officer of Eggland’s Best, Inc. “Our goal is to show families how using Eggland’s Best eggs in these and other recipes are a good way for them to add better nutrition and taste to any home-cooked meal.”

“Taste of Home is pleased to pair with Eggland’s Best eggs for the second year in a row,” said J.P. Perkins, Vice President of Advertising & Sales for the Taste of Home Media Group. “We are privileged to work with a product that makes our recipes delicious and more

nutritious for families looking to create scrumptious mealtime favorites.”

Compared to an ordinary egg, EB eggs contain 25 percent less saturated fat, 200 mcg of lutein, provide ten times more Vitamin E, 180 mg of cholesterol, compared to 215 mg in ordinary eggs, plus 40 percent of a person’s daily requirement of iodine, and are an ideal way to include Omega 3 in one’s diet.

The Spring 2007 Taste of Home cooking events will take place from February through May in cities across the country including Charlottesville, Va., Kalamazoo Mich., and Daytona Beach Fla., just to name a few. To purchase tickets or to find the most up-to-date information, event schedules and other cities, please visit [www.tasteofhomeschools.com](http://www.tasteofhomeschools.com).

### About Eggland’s Best

Eggland’s Best is the No. 1 branded egg in the U.S. They are the recipients of many awards, including The Best Tasting Egg Award from the American Culinary Chefs Best for five consecutive years, the *Men’s Health* Top Pick as the Best Eggs in their 2006 Nutrition Awards, The Crystal Egg Award from the International Egg Commission, and the National Health & Wellness Club Stamp of Approval. The distinctive “EB” stamp on the shell indicates that the eggs meet high standards of taste, nutrition, and quality. Eggland’s Best hens are fed a strictly controlled, high-quality, all-natural, all-vegetarian diet without added hormones, antibiotics or steroids of any kind. Sold in supermarkets throughout the country, EB eggs are also available in cage-free and organic varieties, and are certified as Kosher. For more information, visit [www.eggland.com](http://www.eggland.com)

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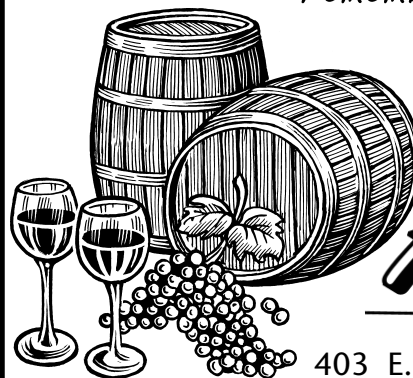
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McCormick Roasting Rubs are available in the following varieties:

- **French Herb** — This classic blend of rosemary, marjoram, thyme, sage, tarragon, and lavender adds just the right flavor to roast chicken, pork or lamb.

- **Savory Herb** — A robust blend of garlic, onion and sage is an ideal complement to pork, chicken and beef.

- **Cracked Peppercorn Herb** — Cracked black peppercorns, rosemary and crushed red pepper team up to deliver bold flavor to ordinary roast beef.

Look for McCormick Rubs in grocery stores. For more recipes and flavor tips, visit us online at [www.mccormick.com](http://www.mccormick.com) or call 1-800-MEAL-TIP (1-800-632-5847).



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